

**Ireland-Dublin: Public relations consultancy services**

OJ S 68/2023 05/04/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Tourism Ireland CLG

National registration number: N/A

Postal address: 4th Floor - Bishop's Square, Redmond's Hill

Town: Dublin

NUTS code: IE Éire / Ireland

Postal code: D02 TD99

Country: Ireland

Contact person: Procurement Team

E-mail: [hhughes@tourismireland.com](mailto:hhughes@tourismireland.com)**Internet address(es):**Main address: <http://www.ireland.com>Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1197>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://irl.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=238431&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238431&B=ETENDERS_SIMPLE)[PID=238431&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238431&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [http://irl.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=238431&B=ETENDERS\\_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238431&B=ETENDERS_SIMPLE)

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Tourism - Destination Marketing

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Global PR Strategy Development Services

Reference number: TI/BCM/2023-10

**II.1.2. Main CPV code**

79416200 Public relations consultancy services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Tourism Ireland wishes to enter a contract with a PR Strategy Development Consultant to develop a Global PR Strategy and inform publicity planning in 2024. Tourism Ireland delivers an international programme of publicity and PR activity as part of its remit to market the island of Ireland as a holiday destination. The organisation is seeking a contractor that can provide independent advice, facilitation and expertise in development of a global PR strategy for 2024, as well as campaign planning for 2024. PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER DETAILS OF THE REQUIREMENTS.

### **II.1.5. Estimated total value**

Value excluding VAT: 578 000,00 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

72221000 Business analysis consultancy services, 72224000 Project management consultancy services, 79410000 Business and management consultancy services, 79411100 Business development consultancy services, 79416100 Public relations management services

### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

Main site or place of performance: Island of Ireland and across Tourism Ireland's global network of offices

### **II.2.4. Description of the procurement**

Tourism Ireland wishes to enter a contract with a PR Strategy Development Consultant to develop a Global PR Strategy and inform publicity planning in 2024. Tourism Ireland delivers an international programme of publicity and PR activity as part of its remit to market the island of Ireland as a holiday destination. The organisation is seeking a contractor that can provide independent advice, facilitation and expertise in development of a global PR strategy for 2024, as well as campaign planning for 2024. PLEASE REFER TO THE RFT DOCUMENTATION AVAILABLE FOR DOWNLOADING FOR FURTHER DETAILS OF THE REQUIREMENTS.

### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Expertise of proposed account team in terms of approach to i) Review of Tourism Ireland's current PR approach; and ii) development of a new Global PR Strategy in collaboration with Tourism Ireland. / Weighting: 25%

Quality criterion - Name: Approach to the Development of the Global PR Strategy and the related discovery and internal consultation process, including demonstration of facilitation skills and report writing experience / Weighting: 25%

Cost criterion - Name: Ultimate Cost / Weighting: 50%

### **II.2.6. Estimated value**

Value excluding VAT: 578 000,00 EUR

### **II.2.7.**

## **Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

The Contract Period will be for one year initially, and whilst not yet confirmed and subject to budget availability, Tourism Ireland is considering the option to continue to work with the successful vendor on plans to support 3-4 global marketing campaigns annually, for a period of 2 years from 2024 – 2025, with the option to extend for a further 2 years, at Tourism Ireland's discretion.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: no

### **II.2.14. Additional information**

The estimated contract value detailed above at - II.2.6) Estimated value - is based on a notional 5-year contract term, not yet confirmed.

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

Minimum level(s) of standards possibly required:

As stated in the procurement documents available for downloading from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Selection criteria as stated in the procurement documents available for downloading from the Irish Government

procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

Minimum level(s) of standards possibly required:

As stated in the procurement documents available for downloading from the Irish Government procurement portal [www.etenders.gov.ie](http://www.etenders.gov.ie)

## **III.2. Conditions related to the contract**

### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 08/05/2023 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 12 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 08/05/2023 Local time: 12:00

Place:

eTenders automatic postbox facility unlocking

Information about authorised persons and opening procedure: 2 nominated Tourism Ireland staff members

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

1) Interested parties must register their interest on the eTenders website ([www.etenders.gov.ie](http://www.etenders.gov.ie)) in order to be included on the mailing list for clarifications. All information relating to attachments, including clarifications and changes, will be published on the Irish Government Procurement Opportunities Portal ([www.etenders.gov.ie](http://www.etenders.gov.ie)) only. Registration is free of charge. Tourism Ireland will not accept responsibility for information relayed (or not relayed) via third parties;

2) This is the sole call for Request for Tenders for this contract/services.

3) The Contracting Authority will not be responsible for any costs, charges or expenses incurred by candidates or tenderers;

- 4) Contract award will be subject to the approval of the Board of Tourism Ireland;
- 5) These services are being procured by Tourism Ireland. Tourism Ireland reserves the right to permit its sister agencies, Fáilte Ireland and Tourism Northern Ireland, to draw down services under any agreement resulting from this procurement process;
- 6) Award of this contract will be subject to selected candidate obtaining a Tax Clearance Certificate as required by the Irish Revenue Commissioners;
- 7) Tourism Ireland reserves the right without advance notice (and without giving reasons unless so required by law and without liability to the applicants) to amend or otherwise change the process or to terminate the process.
- 8) Please note in relation to all documents, that where reference is made to a particular standard, make, source, process, trademark, type or patent, that this is not to be regarded as a de facto requirement. In all such cases it should be understood that such indications are to be treated strictly and solely for reference purposes only, to which the words “or equivalent” will always be appended;
- 9) Without prejudice to the principle of equal treatment, the Contracting Authority is not obliged to engage in a clarification process in respect of the procurement documents with missing or incomplete information. Therefore, respondents are advised to ensure that they return completed documentation in order to avoid the risk of elimination from the competition;
- 10) Tenders must be delivered as per the instructions;
- 11) Tourism Ireland will not accept or consider Tenders delivered after this deadline;
- 12) Tourism Ireland will not be responsible for costs, charges or expenses incurred by applicants, whether or not a final contract is awarded;
- 13) Tourism Ireland is subject to the provisions of the Code of Practice on Freedom of Information for North/ South Implementation Bodies and Tourism Ireland, which is available on Tourism Ireland’s website;
- 14) To the extent that any Personal Data is processed in connection with the provision of the Services or otherwise, the provisions set out in Tourism Ireland’s ICT and GDPR guidelines shall apply to such processing;
- 15) Award of this contract will be subject to selected candidate being qualified for the purposes of the Fair Employment and Treatment (Northern Ireland) Order 1998, if based in Northern Ireland.
- 16) The contract will be subject to Irish law;
- 17) If for any reason it is not possible to conclude the contract with the designated successful tenderer emerging from this competitive process; or if having concluded contract the contracting authority considers that the successful tenderer has not met, or cannot meet its obligations; the contracting authority reserves the right to contract with the next highest scoring tenderer on the basis of the same terms at any time during the tender validity period.
- 18) Tourism Ireland is committed to purchasing responsibly / Green Procurement.

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: The High Court of Ireland  
Postal address: Chief Registrar, The Four Courts  
Town: Dublin  
Postal code: D7  
Country: Ireland  
Internet address: <https://www.court.ie>

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Precise information on deadline(s) for review procedures: In accordance with Remedies Legislation and S.I. 130. Please consult your own legal advisors.

**VI.5. Date of dispatch of this notice**

31/03/2023